

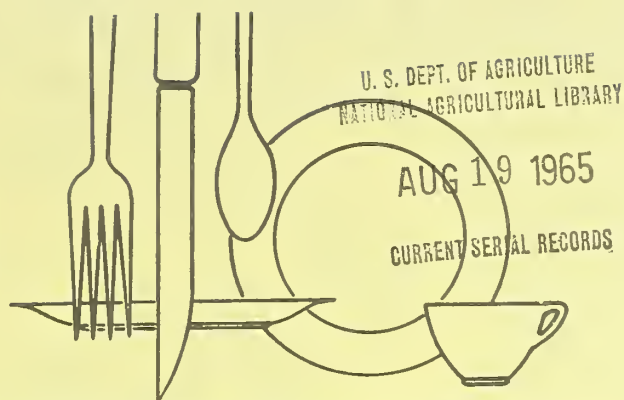
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# FOOD PRE-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture  
Consumer and Marketing Service

June 30, 1965

F P - 96

MEATS.....Over the next several months supplies of beef are expected to be about the same as a year ago. Pork supplies, though, probably will remain 8 to 10% under last summer's level. The December-May 1965 pig crop totaled 43.2 million head--down a tenth from that period a year earlier. Lamb is in smaller supply, too, since the 1965 crop runs 3 to 4% under last year's.

## POULTRY & EGGS:

Broiler-Fryers.Supplies continue plentiful, with August marketings expected to be about 8% larger than a year earlier.

Turkeys.....Based on poult placements, marketings this August are expected to be slightly larger than a year ago. Holdings of frozen turkeys on June 1 totaled 81 million pounds--down 23 million from May 1 levels, and 12 million pounds below average.

Eggs.....On June 1 production ran slightly larger than a year earlier. August supplies are expected to be only a little above a year ago.

DAIRY.....Milk production this year may slightly exceed last year's 126.6 billion pounds. Per capita sales of fluid milk products, up slightly in 1964, may hold about the same in 1965.

## FRUIT:

Fresh Plums....California's production is expected to total around 125,000 tons. That's 8% larger than last year's record crop and a sharp 38% more than average.

Peaches.....Latest forecasts indicate a record crop of 83.5 million bushels, 12% greater than last year and 11% above average. Excluding the California Clingstone crop--which goes mainly into canning--remainder of the U.S. crop is estimated at 46 million bushels--a fifth larger than last year but 3% smaller than average. Production in the Carolinas, Georgia and Alabama accounts for most of the increase. For the 9 Southern States a crop of 17.5 million bushels is expected--more than triple the size of 1964's freeze-damaged crop. Here are the latest estimates for the 9 Southern States, compared with 1964 production: South Carolina, 7,500,000 bushels, up 6,400,000; Georgia, 5,000,000, up 3,200,000; North Carolina, 1,700,000, up 1,450,000; Alabama, 1,250,000, up 950,000; Oklahoma, 175,000, up 15,000; Arkansas, 1,050,000, down 50,000; Texas, 460,000, down 90,000; Mississippi, 250,000, unchanged; and Louisiana, 120,000, down 80,000 bushels.

Grapes.....Another large California crop is indicated, so plentiful supplies, particularly the Thompson Seedless variety, will be available.

Apricots.....Production is now estimated at 231,100 tons--3% more than last year and 12% above average.

Prunes.....In California, the crop is expected to total 185,000 tons, (dried basis), which is 3% larger than a year ago and a third above average.

.....The crop is sharply down this year. Estimated at 18,269,000 bushels, it's a sharp 39% below 1964 as well as 30% below average.

Cherries.....The sweet cherry crop, estimated at 83,600 tons, is 26% smaller than last year but 2% above average. Sour cherries are expected to total 184,500 tons--33% below last year but 36% above average.

Apples.....While no actual figures are yet available, the crop is expected to be smaller than last year's, but a little above the recent 5-year average.

CITRUS.....The Nation's 1964-65 orange crop, now estimated at 121.4 million boxes, was 87% harvested by June 1. Compared with the previous season, production is up 31%, with Florida accounting for most of the increase. Grapefruit output, placed at 40.3 million boxes, is 18% greater than the previous production, with only 9% of the crop remaining for harvest by June 1. California and Arizona lemons, expected to total 14.6 million boxes, are 23% below a year earlier. By June 1 almost half the crop remained unharvested.

Frozen Fruits..Holdings on June 1 totaled 321 million pounds. A year ago supplies were only 210 million. Average for the date is 279 million pounds.

Frozen concentrated orange juice.....Processors' stocks are highest since 1962. Total supplies for the season may reach 100 million gallons. Right now the pack stands at 89 million gallons.

NUTS.....Forecast for almonds this year is 74,000 tons in-shell. That's 2% above last year and 19% more than average. As for walnuts, California's crop is estimated at 83,000 tons--4% less than last year but a fifth above average.

VEGETABLES.....Looking ahead, seasonally heavy supplies of fresh vegetables are on the way to market. Over the next 8 to 10 weeks production is expected to run about 5% larger than last year. As for potatoes, the late spring crop is estimated at 25,426,000 hundredweight--a little more than a fourth larger than 1964 production, and 4% above the recent 5-year average. The early summer crop is placed at 11,264,000 hundredweight, or 2% smaller than a year earlier and 18% below average.

Frozen.....The June 1 inventory placed stocks of frozen vegetables at 824 million pounds--17% smaller than a year earlier, but 11% higher than average.

# The Plentiful Foods Program

The Consumer and Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

AUGUST SANDWICH MONTH. . . . . August 1 - 31  
 SUMMER TURKEY TIME . . . . . August 1 - 31  
 SCALLOP FESTIVAL DAYS. . . . . August 6, 7, 8

The following foods will be in plentiful supply during the month of August:

FRESH PLUMS  
 BROILER-FRYERS  
 GRAPES  
 FROZEN CONCENTRATED ORANGE JUICE